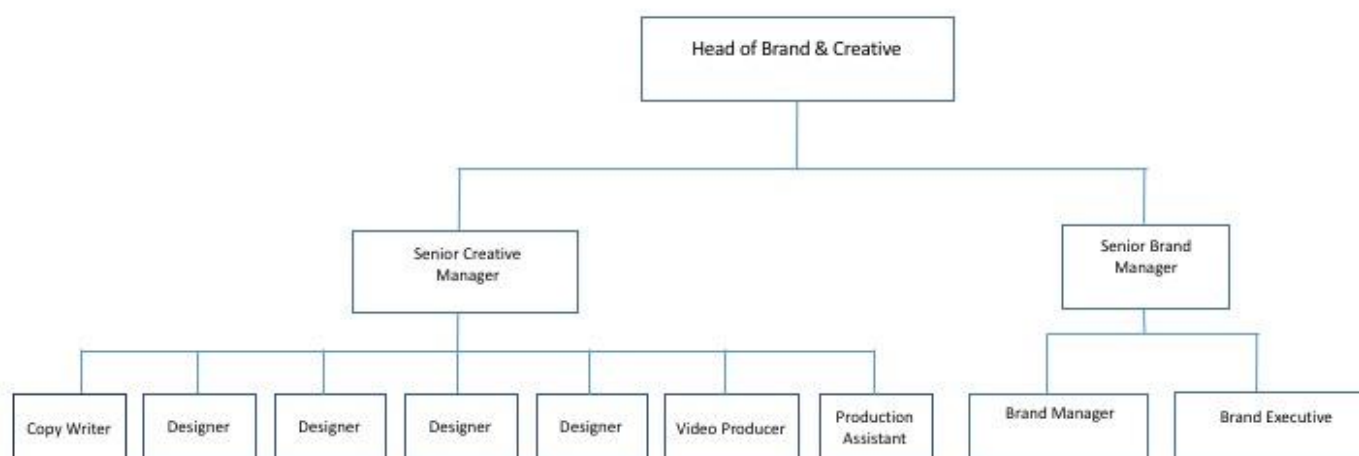


Video Producer (maternity cover)

DIRECTORATE:	Engagement and Fundraising
SECTION:	Brand and Creative
REPORTING TO:	Senior Creative Manager
CONTRACT:	Fixed term contract for 12 months. Maternity cover

Brand & Creative Team



WORKING RELATIONSHIPS:

Inside Diabetes UK

All teams and directorates within Diabetes UK especially the Brand and Creative and Content teams.

Outside Diabetes UK

Freelancers, agencies, volunteers, supporters, healthcare professionals

OVERALL PURPOSE OF THE JOB

The Video Producer will be responsible for creating and delivering compelling video content for Diabetes UK on multiple digital platforms. The post holder will fulfil video requests to a consistently high standard and help shape strategy, identifying innovative approaches and new opportunities to help drive engagement.

MAIN DUTIES AND RESPONSIBILITIES:

- Plan, script, shoot, edit and deliver high quality video content.

- Project manage, oversee and manage the complete video production process.
- Manage freelancers and agencies to develop video content.
- Provide support to colleagues – educate and upskill others on creating and commissioning video.
- Develop compelling stories in differing formats for use on multi-platform devices and on line.
- Ensure the quality of video throughout the charity is of a high standard.
- Scope and pioneer new and innovative uses of AV to increase engagement.
- Identify additional opportunities across the charity to drive engagement through video content.
Review video brief submissions to ensure video is the correct format for the audience.
- Support on-going development of, and adherence across the organisation to the video toolkit, which forms part of our brand guidelines.
- Work with project owners to ensure projects are kept within budget and meet defined outcomes.
- Manage media files and archive project media.
- Maintain filming equipment and booking system for hiring the equipment internally.
- Abide by all health and safety, permissions, and assistant supervisory guidelines both on-location and in the office.
- Create and insert static and motion graphics and titling; add music/voice-over/sfx as required.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Show highly effective communication and interpersonal skills.
- Understand requirements relating to multi-channel creative.
- Work under pressure, to turnaround high quality edits against tight deadlines and work as part of a team.
- Provide expert knowledge in filming with a variety of cameras.
- Devise and organise live-streams using YouTube, Google + Hangouts on Air and other providers.

The best person for this job will have experience in:

- Preparing film treatments and scripting.
- Self-shooting and editing short form digital content for multiple platforms.
- Planning and running video shoots, including gaining appropriate consent from participants.
- Delivering innovative creative.
- Managing a range of projects at any one time, ensuring they are delivered on-time, on-budget and to agreed standards.
- Adobe Creative Cloud including Photoshop, Premier Pro, and motion graphics creation in After Effects.
- Exporting, coding, uploading and tagging AV to online channels (YouTube, Facebook, Vimeo, SoundCloud and Instagram).
- Video asset management, tagging and logging footage.
- Training others in video filming and editing.
- Colour grading, sound editing and audio clean-up.

Desirable

- Charity creative services or marketing.

The best person for this job will be:

- Qualified to degree level or equivalent in a video production or related discipline.
- Have a compelling showreel.

